

Message Text

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TAGS: OTRA, SGEN, XL
SUBJECT: 1979 SUPER BOWL, A CARIBBEAN THEME

1. WE HAVE CAREFULLY CONSIDERED HOW WE COULD PRESENT THE PROPOSALS CONTAINED REFTEL SO AS TO FURTHER THE CONCEPTS WHICH UNDOUBTEDLY ORIGINATED THE NFL PLAN. WHILE THE IDEA IS ATTRACTIVE IN AN AMERICAN CONTEXT, WE PERCEIVE SOME IMPORTANT PROBLEMS IN LOCAL TERMS: A) AMERICAN STYLE FOOTBALL IS LITTLE KNOWN HERE. GENERALLY IT IS VIEWED AS ONCOMPREHENSIBLE AND EXCESSIVELY VIOLENT. VERY FEW FROM THIS AREA WOULD PAY GOOD MONEY OR TRAVEL VERY FAR TO SEE AN AMERICAN FOOTBALL GAME. B) THE HEADS OF STATE AND OF GOVERNMENT OF BARBADOS AND GRENADA LOOK UPON THEIR POSITIONS WITH UTMOST GRAVITY. IT IS DOUBTFUL THEY WOULD PER SE CONSIDER IT AN HONOR TO BE INVITED TO THE SUPER BOWL AND A MEDIA RECEPTION. C) THERE ARE ALMOST NO FUNDS AVAILABLE FOR USE FOR SUCH AN ENDEAVOR. GOVERNMENT LEADERS WOULD BE CHARY OF THE POLITICAL CONSEQUENCES OF USING SUCH LIMITED FUNDS AS THERE ARE.

2. THESE ARE FORMIDABLE OBSTACLES. BECAUSE OF THEM BARBADOS AND GRENADA WOULD PROBABLY NOT BE ENTHUSIASTIC
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ABOUT PARTICIPATING IN THE SUPER BOWL IN THE MANNER AND ON THE TERMS OF ORGANIZERS APPARENTLY HAVE IN MIND.

3. WE ALSO SEE POSITIVE ASPECTS IN THE NFL PROPOSAL. TOURISM IS OF VITAL IMPORTANCE TO THESE ISLANDS' ECONOMIES. LOCAL GOVERNMENTS ARE VERY MUCH AWARE OF THAT FACT. THEY COULD BE EXPECTED TO PERCEIVE THE

BENEFICIAL PUBLICITY THEIR PARTICIPATION IN THE MIAMI CLASSIC WOULD GIVE THEM.

4. IN SUMMARY WHILE WE FORESEE AN UPHILL EFFORT, WE WOULD BE WILLING TO TRY TO ASSURE SUITABLE REPRESENTATION FROM THIS AREA. OUR EFFORTS WOULD BE GREATLY HELPED IF SOME TRAVEL FUNDS WERE MADE AVAILABLE AND IF PARTICIPATING OFFICIALS EVEN IF OF LESS THAN TOP LEVEL COULD BE ASSURED OF APPROPRIATE ATTENTION AND HOSPITALITY. ASIDE FROM THE UNPREDICTABLE PRIME MINISTER OF GRENADA, SIR ERIC GAIRY, WE DOUBT HEADS OF STATE OR GOVERNMENT COULD BE INDUCED TO GO. DEPENDING UPON HIS MODD SIR ERIC COULD WELL GO, BUT HIS PRESENCE MIGHT PROVE TO BE CONTROVERSIAL AND AN EMBARRASSMENT.

5. BARBADOS AND THE ENTIRE CRICKET PLAYING WORLD ARE PROUD OF SIR GARY SOBERS, AN ALL TIME GREAT IN THAT GENTLEMAN'S SPORT. HOWEVER, IN THE LAND OF BASEBALL SOBERS IS NOT EXACTLY A HOUSEHOLD WORD. NEVERTHELESS, SOBERS PARTICIPATION WOULD ASSURE FAVORABLE PUBLICITY IN THE EVENT THROUGHOUT THE CARIBBEAN. LORNA FORDE A PROMISING YOUNG BARBADIAN RUNNER NOW ATTENDING SCHOOL IN THE U.S. WOULD ALSO MAKE A GOOD COPY IN THIS AREA.

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6. THE BARBADOS POLICE BAND IS RELATIVELY GOOD, BUT BY AMERICAN HALF-TIME STANDARDS WOULD NOT BE GALVANIZING. THE MERRYMEN, A FIVE-MAN MUSICAL GROUP IS TOP NOTCH BY ANY STANDARDS. THE BAND WOULD NEED A SUBSIDY TO GO. THE MERRYMEN IF PERMITTED TO BOOK LOCAL APPEARANCES COULD PROBABLY PAY THEIR OWN WAY.
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